

Message Text

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ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-08 TRSE-00 FCC-02 INT-05

USIA-15 /040 W

-----150236Z 082656 /75

R 150054Z APR 77

FM AMEMBASSY CANBERRA

TO SECSTATE WASHDC 208

INFO AMCONSUL BRISBANE

AMCONSUL MELBOURNE

AMCONSUL PERTH

AMCONSUL SYDNEY

AMEMBASSY TOKYO

UNCLAS SECTION 1 OF 2 CANBERRA 2575

FOR WASHINGTON COMMERCIAL ACTION GROUP

SYDNEY ALSO PASS TRADE CENTER

TOKYO FOR USTS

EO 11652: NA

TAGS: BEXP, AS

SUBJECT: FY 77 CCP: SECOND QUARTER REPORT

1. INTRODUCTION AND SUMMARY: AUSTRALIAN ECONOMY SHOWING SOME SIGNS OF RENEWED GROWTH, THROUGH END-NOVEMBER DEVALUATION CONTINUES AT THIS STAGE TO BE A MORE SIGNIFICANT ECONOMIC ELEMENT FROM TRADE STANDPOINT. MOMENTUM IN CCP CAMPAIGNS HAS PICKED UP, WITH STRIKING RESULTS IN VISIT USA AND METALWORKING CAMPAIGNS.

2. CAMPAIGN 1 - VISIT USA

CENTERPIECE OF CAMPAIGN WAS HIGHLY SUCCESSFUL PROMOTIONS UNDERTAKEN DURING QUARTER IN BOTH SYDNEY AND MELBOURNE. WASHINGTON IS FAMILIAR WITH THESE UNDERTAKINGS FROM EXTENSIVE CABLE TRAFFIC, WITH WRAP-UP CABLES BEING UNCLASSIFIED

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SYDNEY AND MELBOURNE 625. KUDOS SHOULD GO TO BOTH POSTS AND TO USTS'S SCHMITZ FOR TREMENDOUS AMOUNTS OF IMAGINATION, HARD WORK, AND EXPERTISE WHICH MADE THESE EFFORTS THE SUCCESSES THEY WERE.

3. CAMPAIGN 2 - BUSINESS EQUIPMENT, COMPUTERS AND RELATED EQUIPMENT.

NEW CAMPAIGN MANAGER HAS UNDERTAKEN ENERGETIC EFFORT TO SURVEY MARKET AND TARGET IN ON BEST PROMOTIONAL PROSPECTS. AS RESULT THIS SURVEY, MANAGER HAS SELECTED MICROGRAPHICS AND OFFICE COMPUTERS AS AREAS TO CONCENTRATE PROMOTIONAL EFFORTS OUTLINED IN CAMPAIGN ACTION 5 (OTHER TWO AREAS TO BE DROPPED). IF OFFICE COMPUTERS ARE NOT SELECTED FOR PROMOTION BY TRADE CENTER, CAMPAIGN MANAGER WILL UNDERTAKE PROMOTION INVOLVING TIME SHARING ASPECTS. MICROGRAPHICS PROMOTION WILL BE EXPLORED IN 3D QUARTER WITH INDUSTRY ASSOCIATION IN ADELAIDE. OTHER 2ND QUARTER CAMPAIGN ACTIONS HAVE BEEN ACCOMPLISHED.

4. CAMPAIGN 3 - COMMUNICATIONS EQUIPMENT

CAMPAIGN 3 WAS LARGELY INACTIVE OWING TO PAUCITY OF PROMOTIONAL OPPORTUNITIES. ARTICLE ON CB RADIO WAS PLACED IN COMMERCIAL NEWSLETTER AND LIMITED NUMBER OF CALLS WERE MADE ON PRIVATE SECTOR FIRMS.

5. CAMPAIGN 4 - CONSUMER GOODS

MAJOR EFFORT OF THIS CAMPAIGN HAS BEEN DEVOTED TO PREPARATION FOR IN-STORE-PROMOTION AT GEORGE'S AND TO CALLS AND TRADE OPPORTUNITIES. CONTRACT WITH GEORGE'S HAS BEEN SIGNED, AND THERE HAVE BEEN FREQUENT MEETINGS AND CONTACTS WITH STORE AND USIS PERSONNEL TO ARRANGE FOR POSTERS, FLAGS, DISPLAYS ETC. OTHER ACTIVITIES PROJECTED FOR 2ND QUARTER 'ACTIONS 4, 5, 8, 9 FOR FY78 AND 12), HAVE
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BEEN DEFERRED TO 3D QUARTER, WHILE SCHEDULING OF HOUSEWARES/VTR/CATALOGUE SHOW FOR MELBOURNE IN 4TH QUARTER INTRODUCES NEW ACTION WHICH OBIATED NEED FOR ACTION 3.

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6. CAMPAIGN 5 - METALWORKING AND FINISHING MACHINERY
AND EQUIPMENT.

A. THIS HAS PROVEN TO BE MOST EXCITING CAMPAIGN OF ALL
IN TERMS OF ITS IMPLICATIONS FOR WORLD-WIDE TRADE
EXPANSION EFFORT. VTR HAS PROVEN TO BE AN EXCELLENT
DRAWING CARD FOR TRADE PROMOTION ACTIVITIES
IN CITIES
AROUND THE COUNTRY. ENTHUSIASTIC RESPONSE TO VTR/
CATALOGUE SHOW BOTH IN METROPOLISES, SUCH AS MELBOURNE,
AND REGIONAL CENTERS, SUCH AS ALBURY/WODONGA IN INTERIOR
NEW SOUTH WALES, HAS BEEN UNPRECEDENTED, AND EXTREMELY
ENCOURAGING.

B. CAMPAIGN MANAGER HAS NOW TAKEN VTR/CATALOGUE SHOW
TO THREE CITIES, NEWCASTLE IN 1ST QUARTER AND MELBOURNE
AND ALBURY/WODONGA IN 2ND. CONGEN MELBOURNE PROMOTED
SHOW EXTENSIVELY, AND RESPONSE WAS SO ENTHUSIASTIC THAT
REPEAT SHOW HAS BEEN REQUESTED. AUSTRALIAN CCP FUNDS
ARE BEING REPROGRAMMED TO FINANCE SHOWINGS IN ADELAIDE,
PERTH, BRISBANE, AND TOWNSVILLE; AND CONSIDERATION IS
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BEING GIVEN TO HAVING A REPLACEMENT CAMPAIGN MANAGER FOR
BALANCE OF FISCAL YEAR FOR CONTINUED SHOWINGS AFTER
SYDNEY POSITION OF PRESENT CAMPAIGN MANAGER IS ABOLISHED.

C. FULL EXPOSITION OF PROMOTION EFFORTS IS CONTAINED
IN SYDNEY A-15.

7. CAMPAIGN 6 - FOOD PROCESSING AND PACKAGING EQUIPMENT

A. NOTWITHSTANDING DISRUPTIONS TO CAMPAGIN CAUSED BY
CANCELLATION OF SEVERAL TRADE PROMOTION EVENTS, CAMPAIGN
HAS BEEN ACTIVE. PREPARATIONS FOR COMMERCIAL FISHING
CATALOGUE SHOW, WHICH WILL INTRODUCE CONCEPT OF MOBILE
SHOW ALONG SOUTH COAST, WERE CARRIED OUT. IN MAJOR

ADDITIONAL INITIATIVE, CAMPAIGN MANAGER WITH ASSISTANCE OF USIS PUT TOGETHER A VIDEOTAPE ON FOOD PROCESSING AND PACKAGING, WHICH WAS INTRODUCED AT AN INDUSTRY SHOWING AND HAS SUBSEQUENTLY BEEN SHOWN AT THE CONSULATE TO A NUMBER OF FIRMS WHICH MISSED THE ORIGINAL SHOWING AND HAVE SOUGHT PRIVATE VIEWINGS.

B. OTHER PLANNED ACTIONS EITHER WERE COMPLETED OR WERE BEING ARRANGED (ACTIONS 3, 5, 10, AND 11), WHILE SELF-INITIATED POST MARKET STUDY OF FISHING INDUSTRY FELL WITHIN SCOPE OF MARKET STUDY CONTEMPLATED BY ACTION 6, (AND WHICH, AS A CONTRACTED STUDY, WAS DROPPED WHEN FPP PROMOTIONAL EVENTS WERE CANCELLED).

8. ADDITIONAL PROMOTIONAL EFFORTS -

CONSULATE PERTH HAS BEEN INCREASINGLY SUCCESSFUL IN SELLING TO LOCAL AGENTS THE IDEA OF SINGLE-COMPANY DISPLAYS AT CONSULATE, USING USIS FACILITIES. KEY ELEMENT IS THAT INVITATIONS GO OUT IN NAME OF CONSULATE, WHICH BECAUSE OF ADDED PRESTIGE DRAWS IN POTENTIAL CUSTOMERS THAT AGENTS HAVE BEEN UNABLE TO REACH ON THEIR OWN.
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COSTS BOTH TO COMPANY AND TO CONSULATE ARE MINIMAL. PERTH'S REPORT ON MOST RECENT PROMOTION IS CONTAINED IN PERTH A-4.
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SAS ID: 2798299
Secure: OPEN
Status: NATIVE
Subject: FY 77 CCP: SECOND QUARTER REPORT
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To: STATE
Type: TE
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